

ABSTRACT OF THE INVENTION

A technique is disclosed for facilitating electronic commerce and/or  
5 information exchange. The technique of the present invention enables a content  
provider to create a web space which can surface large amounts of product data into one  
single view. In addition, the display and layout of the web space may be dynamically  
customized. Further, if desired, customer specific data may be overlaid on product  
catalog data. In this way, customers are able to quickly grasp the extent of the virtual  
10 store and access products of interest by drilling-down on any single region of the store.  
Additionally, customer behavior patterns and activities may be tracked in real-time.  
This information may be used to enable a on-line merchant to respond appropriately, in  
real-time, in order to facilitate sales of merchandise to current on-line shoppers.